



Recruiter

The Magazine of the Air Force Recruiting Professional



**Doing something
amazing every day**

**Meeting the mission
during transformation**

October
2006

Editorial staff

Commander

Brig. Gen. Suzanne Vautrinot

Chief, Public Affairs

Maj. Sean McKenna

Superintendent

Senior Master Sgt. Bob Blauser

Editor

Staff Sgt. Jennifer Lindsey

This funded Air Force magazine is an authorized publication for members of the U.S. military services. Contents of the *Recruiter* are not necessarily the official view of, nor endorsed by, the U.S. government, the Department of Defense, or the Department of the Air Force.

The editorial content is edited, prepared and provided by the public affairs office of Air Force Recruiting Service, Randolph Air Force Base, Texas. All photos are Air Force photos unless otherwise indicated.

Articles and photos submitted for publication in the *Recruiter* must be received by the editor no later than the first day of the month preceding publication.

Correspondence should be addressed to AFRS/PA, 550 D STREET WEST STE 1, ATTN: EDITOR, RANDOLPH AFB, TX 78150-4527. Phone numbers are commercial (210) 565-4678, DSN 665-4678 or e-mail afrrshqpa@rs.af.mil.

cover



Brig. Gen. Suzanne Vautrinot, Air Force Recruiting Service commander, delivers the oath of enlistment for Delayed Enlistment Program members at the Chicago Air and Water Show Aug. 19. For more about the event, see Page 16. (Cover photo by Staff Sgt. Jennifer Lindsey)

Recruiter Spotlights



Tech. Sgt. Bill Malcolm

Job: Nurse recruiter

Duty station: Albuquerque, N.M.

Time in the Air Force: 14 years

Time in AFRS: Six years

Prior career field: Vehicle operations fleet management

What inspires you? My love of the Air Force.

What is your motto? Go beyond making a living to making a life.

What are some of the greatest challenges in health professions recruiting?

Frustration with changing regulations and policies, but I have learned to adapt and overcome.

Why are those you recruit choosing an Air Force career?

Most of the health professionals I target have previously served in the Armed Forces. Retirement benefits and service are the biggest reasons.



Tech. Sgt. John Roy

Job: Enlisted accessions recruiter

Duty station: Bellingham, Wash.

Time in the Air Force: 13.5 years

Time in AFRS: Six months

Prior career field: Supply and security forces

What inspires you? Knowing that I am helping people start their careers.

What is your personal motto?

Those who live in the past hold their futures in the present, while those who live in the present have a future to look forward to.

What are some of the greatest challenges in enlisted accessions recruiting?

Breaking through the misguided ideas many young adults grow up hearing about the military.

Why are those you recruit choosing an Air Force career?

Once they find out the Air Force can give them so many opportunities, why wouldn't they?



Air Force Recruiting Service

COMMANDER'S ACTION LINE

The Commander's Action Line is a direct line for comments, questions, complaints and suggestions on how to make Air Force Recruiting Service a better place to work.

All action lines will be answered personally by me or my staff while protecting the identity of the individual as best as possible. Although the action line is always available, the best way to resolve problems is through your chain of command.

If concerns still cannot be resolved, please call the action line at (210) 565-4678, or e-mail at afrsactionline@rs.af.mil. Items of general interest may be printed in the *Recruiter* magazine.



Brig. Gen. Suzanne Vautrinot
Commander

Simple statement says much

Comedian's tagline on target for AFRS mission dedication

By Staff Sgt. Jennifer Lindsey
Air Force Recruiting Service Public Affairs

Answering questions from reporters is one of the many tasks for which the public affairs office at Air Force Recruiting Service is responsible. During the past few months we've answered questions about sexual misconduct, recruiter goals, force shaping and enlistment standards.

My favorite came from New Yorker magazine in late June. A copy editor called to verify article information stating that Larry the Cable Guy of the Blue Collar Comedy Tour had licensed his tagline, "Git R Done," to the Air Force for use in recruiting campaigns. With a straight face, our office responded that the information was false.

Now while "Git R Done" may not be ideal for an official Air Force ad campaign, I don't think it's off the mark. If I could only use one word to describe what I have seen in my three months in AFRS, it would be "dedication," which epitomizes Larry's choice words.

"Now while 'Git R Done' may not be ideal for an official Air Force ad campaign, I don't think it's off the mark."

On the headquarters' first floor, AFRS marketing specialists relentlessly tap into their right brains to develop new and creative ways to show the public how Airmen defend our country and "Do Something Amazing" every day. Meanwhile, AFRS' operations team members keep their left brains busy crunching the numbers, making magic on Excel datasheets.

Our new commander, Brig. Gen. Suzanne

Vautrinot, tirelessly absorbs recruiting information, asking recruiters and support personnel what needs to be done to improve organizational efficiency and effectiveness. Dedicated recruiters in the field and the Airmen supporting them serve the nation by finding "quality men and women with the right skills, at the right time, in the right numbers" to accomplish national defense objectives.

Every recruiting Airman, regardless of whether he or she is "flying a desk" or "on the bag" is giving 100 percent. Some, such as AFRS' Silver and Gold Badge winners, give 200 percent and more!

In their dedication to serving this great nation, AFRS Airmen are living by the Air Force's core values every day: Integrity, Service Before Self, and Excellence in All We Do.

In this issue of *Recruiter* magazine, writer Dale Eckroth shares the details on the Air Force's newest advertising campaign, Pam Ancker reveals the challenges recruiters faced during the Air Force's early years, and I give you the inside scoop on what General Vautrinot has in store for recruiting service.

We at AFRS Public Affairs hope you find the articles and photos show the many ways that dedication is evident in your daily mission.

Let's "Git R Done!"



Courtesy photo

Airmen set up Ricky the Recruiter, who is all about mission accomplishment and dedication, for a day in the life of an Air Force vehicle mechanic.

Former RIC star's success secret is to 'have fun'

Senior Master Sgt. Marty Culleton, 369th Recruiting Group Operations Section chief, retires this year after 27 years of service, 21 of which were served in Air Force Recruiting Service. The SNCO earned 11 Silver and two Gold badges in 16 years of production work. Here he shares his success secrets as a recruiter and an Airman ...

I joined the Air Force in Lewiston, Maine, on Aug. 27, 1979, and became a recruiter in April, 1985. The first reason I volunteered for recruiting duty was my own recruiter, Tech. Sgt. Robert Houle. He wore the uniform with pride and always looked like he was having a good time while recruiting. Other reasons were a desire to do an important job, the autonomy of being on my own and to return to Maine.

My first assignment was to Presque Isle, Maine. It was so remote that my applicants had to fly to the Military Entrance Processing Station. After my first two weeks on the job, I had to fly to the MEPS for an orientation visit. I felt like such a hot shot when I showed up with five applicants to process, and I watched all five swear into the Delayed Enlistment Program. I was hooked.

My toughest challenge during the first year of recruiting was getting organized. I knew what I wanted to accomplish, but there always seemed to be five activities competing for my time, and I often wondered if I was spending my time on the right things. A great supervisor, Senior Master Sgt. Jim Bell, helped me keep my sanity. He believed in "planning your work, and working your plan," and "Proper Planning Prevents Poor Performance." It took me years to appreciate how important those words are.



Courtesy photo

Senior Master Sgt.
Marty Culleton

Here's a few other tips I've learned over the years:

Have fun

Ask yourself if you're having fun. This is the "funnest" job there is! Laughter along with listening sells. If you aren't having fun, figure out why, and change what you're doing.

Take one day at a time

When I wasn't sure what to do, I picked some activity that I at least knew was useful. I avoided sitting around at the recruiting office, except to do business.

Plan your work, work your plan

I was never the greatest planner, but when I look back on my most successful time in recruiting, I was planning and had a real clear idea where I wanted to finish. I also knew who my competition was and spied on them every day. There were more than a few nights when I wanted to go home after an unproductive day, but I'd call the recruiters with whom I was competing, and when they answered, I'd hang up. I figured if they were still working, I needed to do the same.

Object in motion, stays in motion

I learned that sometimes the difference between a good month and a great month came down to a few decisions to keep going when I didn't feel like it. I couldn't always hear the music, but kept on dancing!

Strategize

Make up your mind about what you want out of your job and get serious about it. If it's less than a senior badge, just sit in your office and try to keep your flight chief off your back. If you want more, make a plan. Develop a strategy for attacking each high school/college/residency program in your zone and follow it. Build upon your success in those places.

Involve the family

When you plan, include what matters most -- your family. Involve your family in the goals you set in this job. Make life goals and you will all be happier people. Involve yourself in the goals your family has for their endeavors. If you ignore your family long enough, you can lose them. Many very well-meaning recruiters have done that unintentionally. Probably the most important thing that planning does for you, if you do it right, is to keep balance in your life.

Serve proudly

Take pride in wearing your uniform and recruiting badge every day. In many cases, we are the only Air Force some Americans will ever see in person. Those who have gone before us have given us a lot to live up to, our country's future is in our hands, and tomorrow it will be in the hands of the young people we recruit.

Good luck to each of you. I'll miss you.

Take note

Recruiting zones 'ZIPped'

As of March 1, 2007, Air Force recruiting zones will soon be zip-code based, mirroring the zoning system used by sister-service recruiting offices.

The recruiting zone change from using boundaries such as rivers and roads to the five-digit zone determine is in response to AFRS restructuring and the reduction of recruiters in the field in October to 1,200 Airmen, said Dr. Paul DiTullio, AFRS Operations Marketing Research and Analysis.

For more information, call Rick Boring at (210) 565-0315 or Staff Sgt. Lonnie Barton at 565-0314.

CMSAF on Force Shaping

Chief Master Sgt. of the Air Force Rodney McKinley acknowledges that today's force-shaping initiatives will impact many Airmen, but the benefits will help build a stronger Air Force of tomorrow.

Force shaping addresses both the size and shape of the force, and Air Force officials prioritize shaping initiatives to complete mission requirements. By 2011, they plan to reduce the number of Airmen by 40,000 to meet appropriate end-strength numbers.

Officials are set to use various tools to downsize, including the ca-

reer job reservation program and NCO retraining, the chief said. The service will also recruit fewer people in 2007.

For more information, read the Air Force Link article, "Air Force officials announce 2007 force-shaping initiatives," at www.af.mil.

Quarterly award winners

Air Force Recruiting Service announced quarterly award winners for the second quarter of 2006.

Award winners and their respective categories were **Senior Airman Adam Jacobs**, 339th Recruiting Squadron, junior enlisted member; **Tech. Sgt. Richard Iwaskiewicz**, 364th RCS, NCO; **Master Sgt. Chad Maronge**, 331st RCS, senior NCO; **Capt. Jenelle Graham**, 343rd RCS, company grade officer; **Catherine Jung**, AFRS headquarters, civilian category II; and **Catherine Firkel**, 313th RCS, civilian category I.

A panel of officers and NCOs judged the nominees on job performance, self-improvement and community involvement.

Uniform changes

Following the Air Force chief of staff's vision of "lasting heritage - limitless horizons," the Air Force uniform board made minor changes to the enlisted uniform. These changes include returning to the U.S. insignia with circle for the service

dress uniform and the deletion of the optional shoulder board rank for the blue uniform, making the sleeve chevrons mandatory.

The date for mandatory wear of chevrons on the sleeves is Oct. 1 and the implementation date for the circled insignia is Jan. 1, 2007, Air Force officials said.

For more information about the uniform change, read the Air Force Link article, "Circled insignia, shoulder board change implementation dates announced," at www.af.mil.

Assignment preference updates go virtual

As of Sept. 5, enlisted Airmen are now responsible for updating their own assignment preferences online through the virtual Military Personnel Flight. Airmen wanting to make updates to the assignment preferences can find instructions under the "Self Service Actions" section of the vMPF.

"[All Airmen are] responsible for updating their choices to reflect current desires, and they will need to view the Enlisted Quarterly Assignments Listings frequently to stay current on available assignments," said Capt. Jay Johnson, Air Force Personnel Center Future Operations Integration Branch chief.

For details, call the Air Force Contact Center at (800) 616-3775 (Option 1,1,2), (210) 565-5000 or DSN 665-5000. (AFPC News)

PME graduates

The following members recently completed Air Force professional military education:

Senior NCO Academy

Master Sgt. David Kolmetzky.....333rd RCS
Master Sgt. George Skender.....369th RCS

NCO Academy

Tech. Sgt. Darius Dar-Khan.....362nd RCS
Tech. Sgt. Jeffrey James.....332nd RCS

Tech. Sgt. Christopher Klawitter.....330th RCS
Tech. Sgt. Jeffrey May.....339th RCS
Tech. Sgt. Timothy Trowbridge.....330th RCS
Tech. Sgt. Steven White.....333rd RCS

Airman Leadership School

Senior Airman Adam Jacob.....339th RCS
Senior Airman Rafael A. Linero.....332nd RCS
Senior Airman Robert Pitt.....332nd RCS
Senior Airman Samuel Thurston.....339th RCS
Senior Airman Afia Stokes.....333rd RCS

Testing window expanded

The Air Force will expand the promotion testing windows for Airmen beginning with the 07E6 and 07E7 cycles. The changes are part of processes to improve the enlisted promotion testing system, Air Force Personnel Center officials said.

“Some factors that drove this change were the increasing number of non-weighable Airmen due to deployments and temporary duty assignments testing outside the established window,” said Chief Master Sgt. Rusty Nicholson, AFPC Enlisted Promotion and Military Testing chief. “In reality, our testing cycle is practically year round.

“Plus, large bases couldn’t complete testing under the current testing cycle,” the chief added. “This expanded testing window will help alleviate out of cycle testing, daily multiple testing sessions and weekend testing.”

The testing window for promotion will be expanded as follows:

♦ 07E6/07E7: Feb. 1 - March 31

♦ 07E5: May 1 - June 15

For more information, contact the local Military Personnel Flight military testing branch. (AFPC News)

Civilian authorizations set for reductions

Air Education and Training Command officials are looking at ways to streamline organizations to smaller, more agile forces and organizational structures to lessen the effect of reductions in the civilian workforce next spring. The Air Force plans to reduce its civilian workforce strength by 2,000 positions during Fiscal Year 2007 as a result of Program Budget Decision 720.

“This is not just an AETC effort. Every command and organization in the Air Force is transforming to a smaller, leaner and more capable force all while engaged in combat operations,” said Col. Greg F. Patterson, AETC Manpower and Personnel director, “Part of this is driven by our Air Force’s urgent need to

modernize our fighter and mobility aircraft.”

The colonel explained the people portion of the budget equation is one of the few places left to attain large, long-term financial changes.

“I want our civilian work force to know we are very concerned about the impact of any force reductions within the command,” said Gen. Bill Looney, AETC commander. “We are going to work with every individual and hope to find viable options and opportunities to make this work for us and our Air Force.”

Colonel Patterson said AETC should release the number of authorization reductions to the wings soon.

“At that time, we will be able to discuss the options available for us to provide support to all affected employees,” he said. (AETC News)

Korean Defense medal process automated

The Korean Defense Service Medal will be automatically updated



Tech. Sgt. Kathleen McCool

On your mark

About 3,600 family, friends and members of the 341st Recruiting Squadron and 345th Training Squadron at Lackland Air Force Base, Texas, step up to the starting line for a 5-kilometer race July 22. The event promoted fitness and recruiting awareness, and raised \$25,000 for organizational events and charities. The 341st RCS donated \$5,500 to the American Cancer Society and \$500 to the Lackland AFB Fischer House.



Gator grapplin'

Lt. Col. Michael Tillemma, 333rd Recruiting Squadron commander, wrestles a gator at a Gatorland Park competition Aug. 10 in Orlando. The event is part of an ongoing promotional effort between the 376th Recruiting Group in Georgia and the Southern Woods and Water outdoor television show. The show highlights Airmen participating in off-duty recreational activities. Potentially dangerous events such as the one shown, require a high-risk activity safety briefing, which can be arranged by unit safety monitors.

Tech. Sgt. Mark Getsy

in the Military Personnel Data System for Airmen who served in Korea on permanent change of station status for 30 or more consecutive days.

Commander's support staff personnel will update the records for Airmen who served in Korea for 30 consecutive days on temporary duty and will also update all records for Airmen who qualified for the medal by serving more than 60 nonconsecutive days TDY, but less than 30 consecutive days.

Airmen should review their records on the vMPG Awards and Decorations page on the AFPC Web site at <http://ask.afpc.randolph.af.mil>. (AFPC News)

CFC donations accepted

The 2006-2007 Combined Federal Campaign continues now through Dec. 15 on stateside and overseas bases.

The local federal coordinating committee will establish exact dates and campaign goals in each geographic area. This information is available through installation or recruiting squadron CFC project officers. Contributions can be in cash, check or by payroll deduction.

Military and civilian personnel who are deployed or will be deployed during the campaign will participate in the overseas CFC at their deployed location where they will have access to the same national and international charities.

The CFC was established in 1961 and is the largest workplace charity campaign in the country. The annual fall fund-raising drive allows nearly four million federal employees and military personnel to contribute to thousands of local and national non-profit organizations.

For more information, visit the local CFC project officer or visit the

official CFC Web site at www.opm.gov/cfc. (AFPC News)

Corrections

In the July 2006 *Recruiter* magazine, the change of command story published several errors in the squadron list.

The **330th Recruiting Squadron**, Indianapolis, Ind., was omitted completely. At the unit on June 16, **Robert Trayers**, who pinned on lieutenant colonel Sept. 1, replaced **Lt. Col. Bernard Dodson**, who went to Headquarters Central Command, MacDill Air Force Base, Fla.

For the **331st Recruiting Squadron**, Maxwell AFB, Gunter Annex, Ala., the sentence should have read: 331st RCS, Maxwell AFB, Gunter Annex, Ala., **Lt. Col. Cameron Gilbert** assumed command July 11 from **Lt. Col. Michael Meyers**, who went to the 67th Network Warfare Group at Lackland AFB, Texas.

'Do Something Amazing'

Newest Air Force
ad campaign
invites Americans
to experience
an Airman's life

By Dale Eckroth
*AFRS Strategic
Communications Division*

The Air Force recently unveiled its newest television and online advertising campaign aimed at giving teens and Web users a realistic view of life in the military.

The "Do Something Amazing" campaign launched Sept. 18 in conjunction with the fall TV season and the start of the Air Force's year-long 60th anniversary celebration.

Each ad ties directly into DoSomethingAmazing.com, a new interactive Web site, which features videos and information, said Lee Pilz, Air Force account director at GSD&M, the service's contracted advertising agency in Austin, Texas. GSD&M developed the DSA concept after conducting focus group research among 16-24 year olds in Chicago and Phoenix.

"The idea behind the campaign is that Air Force people are doing amazing things every day all around the world," Mr. Pilz said.

Unlike previous Air Force TV commercials that were scripted and produced with special effects in Hollywood, the new spots were shot with a hand-held camera or used existing Air Force footage featuring Airmen performing their jobs in real-world situations.

The commercials allow viewers to "experience" the thrills of Air



Master Sgt. Scott Reed

A television production crew interviews Staff Sgt. Daniel Blatt, 96th Civil Engineer Squadron Explosive Ordnance Disposal Flight craftsman, from Eglin Air Force Base, Fla., for the Air Force's new advertising campaign "Do Something Amazing."

Force life such as jumping out of the back of a C-130 at 10,000 feet with a special operations team; calling in air strikes with joint terminal attack control Airmen; or flying with the Thunderbirds aerial photographer through corkscrew spins.

"The documentary style makes the messages more convincing and authentic, especially to skeptical

and media savvy teenagers," Mr. Pilz said. "They want to see what it's really like in the Air Force."

Since the commercials are less expensive to produce, GSD&M plans to develop more of them.

"In the past, we produced eight commercials over a four-year period. We can now showcase more career fields and have a better variety of TV spots and videos for the Web," he added.

Filming for the commercials began in May and continued through the summer at Charleston AFB, S.C., Eglin AFB and Hurlburt Field, Fla., Lackland AFB, Texas, Nellis AFB, Nev., and Schriever AFB, Colo.

Career fields such as aircraft mechanic, security forces and explosive ordnance disposal are included in the DSA campaign. Each commercial is voiced by an Airman in that career field and ends with

**"The idea behind
the campaign is
that Air Force
people are doing
amazing things
every day all
around the world"**

the call to action ‘DoSomethingAmazing.com.’”

The Web site allows visitors to search, view and download video clips featuring on-the-job interviews with the Airmen. Teens will also find links to AirForce.com to request more information, to find a recruiter location or to chat with an online advisor.

“In addition to TV advertising, we’ll use online media to drive traffic to DoSomethingAmazing.com,” Mr. Pilz added. “Teens spend a lot of time on the internet. When they see Air Force ads on popular gaming, music and lifestyle sites, they’re just one click away from our recruiting Web sites.”

Initially, only enlisted careers are being featured in the commercials and online videos. GSD&M plans to

add officer and health professions careers to the lineup.

“We’re excited about the new campaign; it’s a lot different from what we’ve done in the past,” said Tim Talbert, deputy chief of the Strategic Communications Division, Headquarters Air Force Recruiting Service at Randolph AFB. “However, ‘Do Something Amazing’ does not replace our main campaign theme, ‘Cross into the Blue,’ it compliments it.

“We will track how well “Do Something Amazing” resonates with our target audiences. If a strong connection occurs within the next couple of years, there may be a change.”

“The new Web site also is another excellent way of sending more traffic to AirForce.com,” he added.

July-August promotions

Lieutenant Colonel

Kathleen Craver.....367th RCS
Gregg Kline.....318th RCS

Captain

Colleen Hollis.....342nd RCS
Angela Whealton.....319th RCS

Chief Master Sergeant

Michael Degroot.....342nd RCS
William Johnson Jr.....317th RCS

Senior Master Sergeant

Gary Perrine.....367th RCS

Master Sergeant

Douglas Adams.....332nd RCS
Darryl Bennett341st RCS
James Bennette.....343rd RCS
Edwin Berenguer Jr.....
318th RCS
Richard Bottass.....336th RCS
Shawn Coggins.....339th RCS
Richard Cuddeford Jr.....
343rd RCS
Michael Delk.....369th RCS
Kevin Eastman.....362nd RCS
Shiela FlindersHQ AFRS
Brian Gerlach.....345th RCS

Tomas Geerts.....348th RCS
Marcus Glover333rd RCS
Michael Gole.....314th RCS
Elliott Govorchin.....HQ AFRS
Ray Grays.....369th RCS
Michael Kovach.....311th RCS
Leif Larson.....364th RCS
Brenda Lourdeau.....368th RCS
Matthew Parker.....344th RCS
John Proellochs Jr.....367th RCS
Robert Reape.....313th RCS
David Rose.....367th RCS
Raymond Smith.....333rd RCS
Yvette Smith.....338th RCS
Marco Soto.....369th RCS
James Vasil.....333rd RCS

Technical Sergeant

Roman Abrego.....349th RCS
David Anson.....364th RCS
Robert Barnes.....319th RCS
Kenneth Caldwell.....341st RCS
Jordan Hatch.....343rd RCS
Brett Hines.....347th RCS
Michael Hulverson.....343rd RCS
Randall Janson Jr.....336th RCS
Paul Longwell.....349th RCS

Phillip McFarling.....347th RCS
Jaime Montero-Rodriguez.....
369th RCS
Samuel Mullins.....332nd RCS
Brock Newstead.....339th RCS
Kenneth Oberdorf.....317th RCS
Quentin Pradier.....361st RCS
Bryan Pratt.....330th RCS
Eric Richardson.....347th RCS
Jose Rodriguez Jr.....362nd RCS
Jeffrey Stock.....343rd RCS
Nouphone Subkanha.....
372nd RCS
Ronald Tidwell Jr.....342nd RCS
David Toran.....333rd RCS
Thomas Urquhart.....347th RCS
Jack Wolcott Jr.....313th RCS

Staff Sergeant

Jerret Bratton.....364th RCS
Dean Cardenas Jr.....369th RCS
Raymond Estep.....339th RCS
John Garrett.....311th RCS
Michael Hermosa.....369th RCS
Jerod Ledington.....338th RCS
Jonathan Murphy.....368th RCS
Chad Williams.....369th RCS
Dante Winterroth.....317th RCS

Master Sgt. Gregory Walker, Air Force Recruiting Service marketing trainer, gives Air Force Recruiting School students at Lackland Air Force Base, Texas, guidance on how to maximize the benefits of using special promotional items.



Angela Delgado

Training course teaches marketers how to boost Air Force awareness

By Dale Eckroth

AFRS Strategic Communications Division

Speaking with the media, getting involved with the local chamber of commerce, and renting booths at community events are just a few of the many options recruiters have in creating positive Air Force awareness in their recruiting zones.

To meet increased marketing goals and objectives, Air Force Recruiting Service announced a new command-wide training initiative earlier this year.

Feedback from squadron marketers, along with critiques from the annual marketing conference, Marketing Advertising Council input, and Air Education and Training Command Inspector General reports indicated marketing training was needed, explained Col. Brian Madtes, AFRS Strategic Communications Division director.

To conduct that training, the colonel chose Master Sgt. Gregory Walker, a former officer accessions account executive at HQ AFRS.

“My goal is to train marketers who’ve been in their positions less than a year, ideally within their first 120 days,” Sergeant Walker said. “I want to show recruiters how to maximize Air Force awareness opportunities.”

Sergeant Walker has found various ways to spread his marketing message. Since January, he’s conducted training during workshops at HQ AFRS for new officer accessions recruiters and new enlisted accessions and OA flight chiefs. In May, the Air Force Recruiting School at Lackland Air Force Base, Texas, added marketing and public affairs training to its curriculum. Students receive the three-hour block of instruction on their 31st day of training.

Sergeant Walker teaches the five essentials of marketing in class — recruiter-generated mail, advertising programs, center of influence events, media relations and community relations.

He also demonstrates how to set up tabletop displays and most effectively use special promotional items.

“Recruiters are the best SPIs we have,” he said. “A pencil or T-shirt is not going to be a deal maker when it comes down to signing a potential recruit. Recruiters create a positive Air Force image by looking sharp in their uniform and living by the Air Force values — Integrity First, Service before Self, and Excellence in All We Do.”

In the field, Sergeant Walker’s training becomes hands on, providing marketers real-world experience. The first day starts with the in-zone marketing training

and squadron marketing NCO checklist, which leads to a review of the IG checklists. He explains how to conduct marketing analysis, track funding and pay for a center of influence event. The Air Force Recruiting Information Support System is also outlined.

On the second day, he observes as the squadron marketer conducts training with a newly assigned recruiter. Training includes visiting the local chamber of commerce to obtain a list of events the Air Force can participate in such as parades, and county fairs. Sergeant Walker also encourages a visit to the Veterans of Foreign Wars post.

"Veterans are some of our greatest assets and can help spread our message," he said.

The third day is set aside for media visits. For radio and television, meetings are scheduled with station representatives to discuss Air Force public service announcements and special promotional events.

Tech. Sgt. Mark Lomax, 317th Recruiting Squadron marketing NCO, received the training four weeks after assuming his duties. Although he's been in AFRS for five years, having served as an enlisted accessions recruiter and operations NCO, Sergeant Lomax is new to



Dale Eckroth

Staff Sgt. Stephanie Garner, 317th Recruiting Squadron enlisted accessions recruiter, shows Ivy Savoy-Smith, WPGC Radio account executive, in Lanham, Md., the squadron's RAPTOR during a tour of the radio station.

marketing. It's a job he volunteered for and one he takes seriously.

"Marketing fits my personality," he said. "I enjoy teaching and interacting with others. I'm responsible for ensuring all EA recruiters in our squadron receive marketing training. I want them to know recruiting is creativity; that means using every asset available to promote Air Force awareness and generate leads at little or no cost."

Under Sergeant Walker's guidance, Sergeant Lomax recently conducted his own marketing training with Staff Sgt. Stephanie Garner, a new EA recruiter in Columbia, Md. After going over required checklists, the three visited the Howard County

Chamber of Commerce in Columbia, a VFW post in Jessup, Md., and WPGC Radio in Lanham, Md.

With just eight weeks of recruiting under her belt, Sergeant Garner says she has a lot to learn about marketing.

"It's good to have a fresh set of eyes to show me what I'm doing right and what I can improve on," she said. "Visiting the radio station gave me a great insight on how to reach the younger generation and communicate to a mass audience."

For more information, contact Sergeant Walker at 210-565-0539, DSN 665-0539, or e-mail him at gregory.walker@rs.af.mil.

Squadrons to receive additional marketers

In the past, squadron marketing teams consisted of an 8R000 marketer, a public affairs specialist and an information management member.

A large percentage of the 28 squadron PAs have already left Air Force Recruiting Service and their positions were deleted, said Col. Brian Madtes, director of the AFRS Strategic Communications Division. Each squadron is expected to receive another 8R000 marketer to replace the PA.

Recently, Program Budget Decision 720 identified the marketing IM position to be deleted in the near future. The squadron marketing section will go from three positions to two.

"While it may appear we are (or will be) asking

our squadron marketing sections to do more with less, that's not our plan," Colonel Madtes said. "The host base will assist squadrons with PA issues and we'll train our squadron marketers to handle a few PA issues as well."

"We're reviewing the processes our squadron marketing teams are tasked to perform and are putting new processes in place to ease their workload, and in some cases some current requirements may be deleted," the colonel said. "We're also working closely with the marketing inspector of the [Air Education and Training Command Inspector General] team to see where we can improve and adjust appropriately."

Uninhibited enthusiasm

General's high energy approach to command set to lead AFRS through times of challenge, change

By Staff Sgt. Jennifer Lindsey
Air Force Recruiting Service Public Affairs

Brig. Gen. Suzanne Vautrinot doesn't take her job lightly. The new Air Force Recruiting Service commander bounded in July 17 with an energy that many found exciting, if not slightly exhausting.

Such enthusiasm couldn't have come at a better time. Air Force downsizing, during a highly-tailored recruitment search, and leading an organization charged with finding "quality men and women with the right skills, at the right time, in the right numbers," requires multi-tasking, forward thinking and a willingness to meet challenges head-on. Fortunately, all of this comes naturally to her.

General Vautrinot, a.k.a. "Zan" or "V-8," comes from an Air Force family of five who lived in Wyoming through most of her grade-school years.

Her father, Theodore Vautrinot, enlisted in the service, earned his commission as a navigator and participated in missions in Europe, Africa, the Middle East and Vietnam. He returned home and finished his career as an engineer, working in electronic countermeasures and then later as a comptroller for space missiles.

Her mother, Patricia, was a pioneer female as a graduate of Boston University in the early 1950s. While serving as a supportive wife, mother and household manager, Mrs. Vautrinot trained horses and gave horseback riding lessons.

When her family relocated to Huntington Beach, Calif., the young Vautrinot earned her diploma in 1978



from Edison High School. She would return four years later as an Air Force Academy graduate to speak about the Air Force. She was then "recruited" by then-Col. Ned Gould, who hired her to work for him as the Secretary of the Air Force Special Projects Operations officer in Los Angeles, Calif.

It was in Los Angeles that General Vautrinot "fell in love with space" and continued her career, providing operational support for U.S. Air Forces in Europe. The combination of the technical and operational application fed a desire to "be in the thick of applying this [technology] to the military mission," which inspired her to take the lead as a commander for four Space Command organizations since 1997.

"This is what I enjoy," she said. "Although AFRS is not traditional operations, it's at the pointy-end of the spear. It's step one in determining whether we are or



Staff Sgt. Holly Schwartz



Staff Sgt. Jennifer Lindsey

Left, Brig. Gen. Suzanne Vautrinot, Air Force Recruiting Service commander, congratulates Delayed Enlistment Program members on their commitment to the Air Force, following a public swearing-in ceremony at the 48th Annual Chicago Air and Water Show Aug. 19. Above, Tech. Sgt. Joseph Simkins, 347th Recruiting Squadron enlisted accessions recruiter, has his master sergeant stripes tacked on by the AFRS commander during her tour of the 347th Recruiting Squadron recruiting offices Aug. 22.

we are not going to have a 21st Century Air Force, because it is the quality of the people we bring in that defines what we're going to be as an Air Force, how good we are going to be, and what we are going to be able to accomplish."

Q: How do you, as the commander, fit into AFRS?

A: I am in charge of 'make it better; make sure we do it right.' This includes the way we write the instructions, organize the processes and allot the equipment we make available. Headquarters is all about making it easier for the Airman 'on the bag' to accomplish his or her mission of selling the Air Force.

Q: What impressions have you gained about Air Force recruiters since you've begun touring AFRS?

A: Enthusiasm, commitment and the desire to suc-

ceed is in our recruiters' DNA. It's not about what they say; it's about everything they do and the way they do it. The pride is absolutely evident.

The ingenuity is also evident, which includes creativity and personal involvement. That doesn't happen by simply going to [recruiting] school. It's the unique desire to bring folks into the Air Force and to use their personal creativity to accomplish that mission.

I have also seen positive competition. I had the benefit of going to a school where team unity was encouraged. If I needed help in any subject, somebody helped me in my studies, even if it meant that classmate's grade might not be quite as good as a result. Their priority was to see that I, their teammate, would succeed.

I have seen the same unity in the team offices. They

VAUTRINOT continued on Page 14

VAUTRINOT continued from Page 11

are humorous and give each other the appropriate amount of [teasing], but there is a unity that says we will succeed together.

Q: What impressions have you gained about AFRS leadership?

A: The Air Force is all about innovation – finding a better way. Recruiting service is much more about that than any other part of the Air Force I have seen. As soon as AFRS leadership heard we need to do things differently [because the Air Force has to do things differently], our chiefs, first sergeants, and squadron and group commanders presented their ideas and were ready to make them happen. It's energizing knowing we have experienced people who recommend solutions, and leaders who willingly move the barricades to make the solutions happen.

Q: What do you see as recruiting service's major challenges?

A: The first one is going through the Program Budget Decision 720 transformation without losing sight of the mission. Most people think of it as losing people, but it is about reforming ourselves so that we can be more efficient in our service. The Air Force will centralize some of its resources, so we must learn how to tap into that centralization. The solution is that during the next one and one-half years, AFRS is going to change its systems, its support and the way it is structured nationwide.

We are going to lose some billets as well. Some of those will be 'on the bag' recruiters. With less of us, we need to work smarter in helping recruiters do their job. The key initiative is to ask, 'How can we make sure every minute of your time is spent on getting new recruits in? How can we make you successful?'

We have adjusted marketing to make it more Web-based. We are making changes in information technology to facilitate better communication [although we'll need some financial assistance with this one]. We are now more automated. This is all part of the PBD 720 transformation, and we're going to be continuing the changes throughout my time here.

The second challenge is that, just because the Air Force is downsizing, it doesn't mean the Air Force isn't hiring. We need to communicate to an entire nation we are still going to be hiring close to 30,000 people per year.

We also must help the public understand it's not just about numbers for the Air Force. It is about who has

the right skills – technical, mechanical, language, special combat, or health professions – that we are looking to hire. In our nation, a lot of young people are not learning these skills, so the pool of excellence in those areas is shrinking. Our competition is not the Army, the Marine Corps or the Navy. Our competition is companies that take good care of their employees, provide them good benefits and require specialized skills.

Our third top challenge is helping our Air Force understand where we need their help to do our mission differently. We have done that with the Air Force's top leaders regarding health professionals by explaining that we need to 'grow our own' by providing more [medical school] scholarships and [enlistment] bonuses for those who are just coming out of school. We are also working to convince health professions leaders we need faster processing, because our potential HP recruits have large medical education bills that are due upon graduation, and they can't afford to wait many months for the Air Force to decide to hire them.

We are working to convince every Airman and Air Force leader that we need their voice at events, in schools, downtown and in print – we all need to tell the Air Force story, because we are all recruiters!

Admirable actions

When asked what actions she admired in Airmen, here's what General Vautrinot said ...

I find it admirable when:

- ♦ Airmen salute the flag and I can see in their eyes they know exactly what their salute means.
- ♦ Airmen raise their right hand to state the oath of enlistment and they know exactly what they are saying.
- ♦ The Honor Guard and everyone present say a final goodbye, because when we say, 'on behalf of a grateful nation,' Airmen know our flag is draped on one who took that same oath.
- ♦ Airmen hug their kids and kiss their spouses because we are an Air Force family. One person doesn't join in service to the nation, the whole family does.
- ♦ Airmen go to school, and I admire it even more when they get an 'A,' because we are about excellence, which sometimes is not easy.
- ♦ Airmen volunteer downtown because they have personally become part of the community they are striving to protect on a national level.
- ♦ Supervisors care more about bringing up the next generation of Airmen the right way — inspiring them and thanking them — than their own personal success.

Retirees recall AFRS' early years

The Air Force celebrates its 60th anniversary this year and Air Force Recruiting Service turns 53 in 2007. Here, two retired officers share their insight on a few ways recruiting remains the same and has changed through the years ...

By Pam Ancker
AFRS Strategic
Communications Division

Retired Lt. Col. Silver Crim joined the Air Force in August 1949, when the service was just two years old. He served 10 years as an enlisted aircraft mechanic, earned his commission in 1958 and was assigned to Air Force Recruiting in 1972 as the new commander of Recruiting Detachment 409 in Oklahoma City.

One of several issues he remembers was that high school principals didn't want recruiters on campus and wouldn't give them information about the students. Colonel Crim said he asked a principal if the students bought school rings

each year. The principal said yes. Then he asked if the principal knew that those companies sell the information they gathered on the students. In response, the principal agreed to provide the information.

As Air Force Recruiting operations deputy from 1974 to 1976, Colonel Crim said he learned that the Air Force was going to miss its recruiting goal for the first time. The Pentagon took the colonel's recommendation to focus recruiting only on critical jobs. Although the service missed its goal, the critical jobs were unaffected.

Colonel Crim retired in 1977, and looks back on his recruiting days with fondness.

"Being given the responsibility as a detachment commander and, wondering how I would go about learning the job, was a great opportunity for me," he said.

Milt McFarland retired as a lieutenant colonel in 1986. Commissioned through ROTC in 1963, he entered active duty in 1966, and was assigned as a maintenance squadron administrative officer at Mather Air Force Base, Calif. Upon the suggestion of his former first sergeant, he applied and was selected to be the operations officer



Courtesy photos

Above, 1st Lt. Milton McFarland, Detachment 10 Operations officer, administers the oath of enlistment for new recruit Gracie Allen Moravits Dec. 26, 1968. The photo was printed in the lieutenant's hometown newspaper soon after the event. Right, a recent portrait of retired Lt. Col. Milton McFarland.

for Recruiting Detachment 410 at Lackland AFB, Texas.

"I was still new to the Air Force, eager, very pro-Air Force. Non-prior service people were eager to get into the Air Force," Colonel McFarland recalled. Recruiting was fairly easy for the Air Force then because of the Army draft for the Vietnam War, he said.

The colonel said recruiting women was more difficult because recruiters were dealing with a smaller market and a specialty, nursing. He still has the regulation that addresses how women were to be photographed for their application package.

"Photos had to be full-length, front, close-up side face, close-up front face, at waist level and above," he said. "If [the new recruits] weren't as attractive as the photos, the [recruiting commander] gave the recruiter a verbal reprimand."



Pam Ancker



Courtesy photo

Above left, retired Lt. Col. Silver Crim laughs while looking at vintage photos of himself in the Air Force. Above right, Colonel Crim talks about Air Force opportunities with a convention guest in the 1970s.

Chicago show draws millions interested in national defense

Military teams in ‘Windy City’ give public inside look at air, naval power, career opportunities

Article and photos by
Staff Sgt. Jennifer Lindsey
Air Force Recruiting Service Public Affairs

CHICAGO, Ill. — As visitors looked skyward above Lake Michigan for the next awe-inspiring aerial demonstration by U.S. Air Force, Army and Navy aircraft, 347th Recruiting Squadron recruiters and volunteers held ground positions. Their mission: to share information about the Air Force with inquisitive people and inspire curiosity about its career opportunities.

Special events such as the 48th Annual Chicago Air and Water Show Aug. 20-21 offer civilians an inside glimpse of the servicemembers’ world. In turn, the public event provides recruiters the opportunity to share information about military job opportunities with a wide array of people who are already showing interest in national defense capabilities. Annually, the Chicago show draws about two million curious spectators, according to the city’s special events department.

“It’s an honor to come out here for free and see what our armed forces can do and are doing in places like Iraq,” said Chicago resident Sunita Vasa, 38.

At a booth at one of the event entrances, local recruiters collected more than 100 cards from teens and young adults requesting more information about Air Force career opportunities. The recruiters also answered questions from the show’s older spectators, queries which can turn into lengthy conversations at times, but are worth the effort, even when the civilian is well past the “age qualifications,” said Master Sgt. Vincent Hester, 347th RCS G-Flight chief.

“In addition to being respectful, you just never know who will lead you to your next big lead,” he said. “That older gentleman might have a grandson who is interested in the military, or he might have a strong influence at the local school or in his community.”

For recruiters, leads are names of people already interested in joining the military or may become interested once they are introduced to what military service can offer them. Force Shaping has changed the way Air



Force recruiters view leads. The challenge now isn’t finding people to join, it is finding qualified people with the right skills and education to meet the Air Force’s occupational needs, such as enlisted linguists and medical officers.

Force recruiters view leads. The challenge now isn’t finding people to join, it is finding qualified people with the right skills and education to meet the Air Force’s occupational needs, such as enlisted linguists and medical officers.

“It is not just about the numbers for the Air Force. It is about who has the right skills we are looking to hire,” said Brig. Gen. Suzanne Vautrinot, AFRS commander. “It is an all-volunteer force and we are looking for people who want to serve.”

Venues like the Chicago Air and Water Show offer Air Force and other military branch leaders an ideal opportunity to share their experiences with the public, with benefits to the local community as well, said Jim Law, Chicago Mayors Office special events director.

The Chicago show is one of the top-three grossing city events and highlights the work of the state and the small parks district program, and the “generous support” of commercial show sponsors. Additionally, the event shows off the city’s pride for the U.S. military – a pride demonstrated by Mayor Richard M. Daley, who openly supports junior ROTC programs in the city’s public schools, Mr. Law said.

“Our city benefits from this military program because it instills discipline and respect,” he said. “Even when the students don’t go on to join the Air Force our community benefits from the leadership values these students learn at a young age.”

Preparations for the next Chicago Air and Water Show begin as each show ends. After-action reports at the Chicago branch Secretary of the Air Force Public Affairs Office reveal what worked and what can be improved. The bulk of the preparations take place about three months before the event.

“We get more TV, radio and news publication coverage from this event than everything else my



Tech. Sgt. David Casper, speaks with show visitor Kyle Ford, Aug. 20. Mr. Ford said he has security experience and is interested in enlisting in Air Force Special Tactics.

office does here annually,” said Jim Brewer, SAF/PA National Civic Outreach Office director.

News coverage before, during and after air shows and other special events benefits not only the public, by sharing information about the event and what it has to offer, it also gets the word out about the Air Force and other participating military services.

On the opening day of the event, spectators witnessed 39 local Air Force Delayed Enlistment Program recruits publicly state the oath of enlistment, showing their commitment to service to their nation. Other Air Force highlights included aerial demonstrations by fighter

jets, a stealth striker, bombers, aerial refuelers and an airlifter. The show concluded with the Army’s star parachute demonstration team presenting General Vautrinot the Golden Knight baton.

“The Chicago Air and Water Show was a demonstration of how much the community likes the Air Force,” General Vautrinot said. “The police drove us in police escort, because they wanted to help. ... Whether it is community for the greater Chicago area or other folks who are in service, such as the police or paramedics, there was a sense of family that came from the Air Force that wrapped all those folks in. That was special to see.”



Tech. Sgt. Justin D. Pyle

Stealth entrance

A 509th Bomb Wing B-2 Stealth bomber from Whiteman Air Force Base, Mo., flies over the St. Louis Arch on Aug. 10. The B-2 flyover was one of several events celebrating Air Force Week in St. Louis Aug. 6-13. The event was designed to raise public awareness of the service’s operations, capabilities and support of the war on terrorism; showcase Airmen; and thank the public for its support of Air Force Airmen.

Hurricane Katrina: One year later

Stormy memories remind survivor about 'what's important in life'

By Pam Ancker

AFRS Strategic Communications Division

In early September 2005, Anita Bronakowski and her 14-year-old son were in Shreveport, La., spending the sixth of 12 nights in her car, which was parked in an apartment complex parking lot. The two started the car engine periodically to let the air conditioner run during the hot, humid nights. Food was scarce.

Ms. Bronakowski's daughter, 25, stayed in the apartment with her boyfriend and 10 of his family members and friends who had fled New Orleans following Hurricane Katrina, one of the worst natural disasters in U.S. history.

Bronakowski, now secretary to Recruiting Operations Director Col. Mark Wasserman, lived in Slidell, La., just 30 minutes east of New Orleans, and knew about hurricanes. During previous storms, Slidell residents evacuated two to four days out. This time would be no different, or so she thought.

Things changed dramatically Saturday afternoon, Aug. 27. The hurricane was gaining strength and headed to the north coast. Evacuations in certain areas were mandatory. Later that evening, the scenario intensified.

"Even officials on TV had panic in their voices,"



Anita Bronakowski

"It felt like the house would explode open ... I remember thinking, 'Lord let me die of a heart attack rather than have the house fall on us.'"

said Ms. Bronakowski, a New Braunfels, Texas, native. "They said it was a Category Four, moving faster toward us and you have to get out."

At 4 a.m. Aug. 29, the utilities in her house went out. The winds were strong, the rain heavy. She, her daughter and son took refuge in one of the bedrooms. They stayed in the room for six hours.

"By 9 a.m., the wind gusts were 200 miles per hour," Ms. Bronakowski recalled. "The winds were 120 miles per hour. Incredibly strong!" she said. "It felt like the house would explode open," she recalled. "The wood panels on the roof were flapping so hard. I remember thinking, 'Lord let me die of a heart attack rather than have the house fall on us.'"

At about 10 a.m., the roof's shingles and wood panels were flying away.

"There was nowhere to go because it was raining inside the house," Ms. Bronakowski said. "We walked around inside trying to keep up with the water."

From the windows, they saw flooded streets and roads blocked by fallen trees. A trampoline landed near their front yard. In seconds, swirling winds tore it to shreds. Huge trees bent all the way to one side and stood back up again. By 1 p.m. the storm passed. On Aug. 30, with water up to her car's windows, the family headed north. The usual five-hour drive took eight.

Two weeks later, the family returned to Slidell and a house in shambles. They stayed with friends and tried to salvage their belongings. Eventually the house was restored and sold. Her employer, the Defense Information Systems Agency, which was on the Base Realignment and Closure list pre-Katrina, helped its displaced employees with quick reimbursements and immediate inclusion on the Priority Placement List. Ms. Bronakowski began her new job at AFRS April 17.

While she hopes to return to Louisiana someday, Ms. Bronakowski considers herself one of the lucky ones and has learned a few lessons.

"It's amazing how you find a way to tackle the challenges in your life," she said. "Never, never take the little things for granted, like photos of your children from when they were babies, electricity, water and modern conveniences. They can be pulled from you instantly."

SNCO aims high at Marine academy

By Staff Sgt. Jennifer Lindsey
Air Force Recruiting Service
Public Affairs

It was time for Master Sgt. George Skender to attend senior non-commissioned officer academy, but the 20-year Air Force veteran wanted to step out of his comfort zone and learn something new.

Rather than heading for Air Force Senior NCO Academy, the 369th Recruiting Squadron flight chief chose to learn what “Semper Paratus” is about at the Marine Advanced Course at Quantico, Va.

In the 48-day class from April to June, Sergeant Skender, stationed at Hickam Air Force Base, Hawaii, learned how the Marines conduct offensive and defensive tactics, casualty evacuation, security, and joint and expeditionary operation, Corps drill and ceremony, and historical battle studies.

Because the Marines allow one Airman per class, Sergeant Skender was the only sister-service member of 31 Corps students.

“The initial feeling was to keep a strong focus, as every class member looked at me as ‘the Air Force,’ not as an individual Airman,” he said.

When fellow student Gunnery Sgt. Charles Walker, a Marine Corps headquarters enlisted assignments monitor, spotted the Airman’s blue uniform in Class 4-06’s room full of khaki that first day, the Marine thought “This is going to be interesting ...” However, the 12-year veteran was soon “impressed” with Sergeant Skender’s “open-minded” professionalism and competitive spirit, and pleased that Airmen are given such education options.

“I thought it was outstanding the Air Force would send Airmen to



Courtesy photo

Master Sgt. George Skender, 369th Recruiting Squadron flight chief stationed at Hickam Air Force Base, Hawaii, stands out in his Air Force Blues among his Marine Corps senior NCO peers in the Marine Advanced Course Class 4-06 graduation photo at Quantico, Va. Fellow classmates Marine Gunnery Sergeant Charles Walker holds the U.S. flag and Gunnery Sergeant Philip LaFountain stands in front of Sergeant Skender to his left.

see what we do and how we work in the Marine Corps,” said classmate Gunnery Sgt. Philip LaFountain, HQ Marine Corps enlisted assignments monitor.

To qualify for the Marine academy, Sergeant Skender submitted a letter of recommendation from his commander. He also had to meet all the course criteria, including the physical training standards, which weren’t too difficult for the fit Airman. In fact, he finished third in his

class on the final PT test.

The Airman’s toughest challenge was learning the Marine lingo, but in the true sense of “esprit de corps,” Sergeant Skender never fell behind. Sergeant Walker coached his fellow classmate on the service-specific terms. In turn, Sergeant Skender shared his insights on the Air Force, which fostered a “broader perspective of how the military branches work,” said Sergeant Walker.

Attending sister-service SNCOAs

Qualifying senior NCOs may attend sister-service academies to learn about other military branches.

“Now that we work in a great deal of joint-service environments, it’s important for senior enlisted leaders to understand how other services operate,” said Chief Master Sgt. Richard Rafferty, Air Force SNCO Academy educational director, Maxwell Air Force Base, Ala.

For information on qualifications and how to apply for classes, servicemembers should contact their formal professional military education managers.

AFRS/PA
550 D Street West Ste 1
Randolph AFB TX 78150-4527



**2006 Air Force-sponsored
Wood Brothers NASCAR Racing Team**

Oct. 1	Banquet 400 Kansas Speedway, Kansas City, Kan.
Oct. 8	UAW-Ford 500 Talladega Superspeedway, Talladega, Ala.
Oct. 14	Bank of America 500 Lowe's Motor Speedway, Concord, N.C.
Oct. 22	Subway 500 Martinsville Speedway, Martinsville, Va.

Oct. 29	Bass pro Shops MBNA 500 Atlanta Motor Speedway, Hampton, Ga.
Nov. 5	Dickies 500 Texas Motor Speedway, Fort Worth, Texas
Nov. 12	Checker Auto Parts 500 Phoenix International Raceway, Phoenix, Ariz.
Nov. 19	Ford 400 Homestead-Miami Speedway, Homestead, Fla.